About a child’s place

A Child’s Place began in 1989 when a group of women were walking through Settlers Cemetery in Uptown Charlotte and noticed children playing there during school hours. When asked why they were not in school, the children explained that they were not allowed to enroll in school without a permanent address. The women began a school for 27 homeless children in a room provided by First Presbyterian Church with a teacher from CMS and called it A Child’s Place. Soon after these beginnings, Congress passed the McKinney-Vento Act protecting the educational rights of homeless children.  With McKinney-Vento, the mission of A Child’s Place shifted to supporting homeless children enrolled in public school. Since 1989, the agency has substantially expanded its service capacity.  During the 2017-2018 school year, A Child’s Place helped 2,787 children and families experiencing homelessness.

A Child’s Place supports children, families, local schools and the community by intervening at the point of crisis when a family loses their home. They act as the EMT in a time of emergency to help stabilize the child and family so they can begin to rebuild their lives. A Child’s Place provides a two-part strategy for students from Kindergarten through 8th grade in identified partner Charlotte-Mecklenburg County Schools; one part of the plan is for the child during the school day and the other is to help direct the family toward greater stability. Although each case is individualized, ACP provides food, school supplies, and other necessities so the student is prepared to actively participate in class. In cases where the homeless crisis extends into the school year, ACP addresses absenteeism, suspensions, and behaviors. In addition, through a case management approach, A Child’s Place identifies and makes referrals around employment, health issues, food, domestic violence, financial management and especially housing for the child’s family.

100% of ACP’s students attend Title 1 schools and all the family’s report incomes below the federal poverty level. In 2017 close to half of the children served by A Child’s Place improved or maintained their attendance. Additionally, 80% of ACP students did not receive any out of school suspensions because of consistent engagement from parents in school relationships and meaningful dialogue as it relates to poor student behavior. Over 50% of ACP families report that they are in a stable home situation, 41% of clients no longer require housing subsidies and over 20% more are in stable house-sharing situations.

As a 501(c)(3), A Child’s Place is 100% privately funded. They have received close to $2 million in charitable contributions from individuals, foundations, corporations, faith and civic organizations, as well as United Way. Charlotte-Mecklenburg County Schools reported a system-wide enrollment of over 4,000 identified students in a homeless crisis, which is low because it doesn’t include non-school-age children or the children that keep their homelessness a secret. ACP’s goal is to reduce the average days absent for students by one day a year per student and contribute to the likelihood that they will be promoted each year, graduate from high school and ultimately break the cycle of poverty.

Mission Statement

A Child’s Place works to erase the impact of homelessness on children and their education.

Director of Advancement: Position Summary

The Director of Advancement directs and manages all annual and long-range development activities to sustain the agency’s operations and long-term stability. This position reports directly to the Executive Director and works closely with the ED, ACP Board of Directors and staff. This position supervises three Development Associates, each specializing in donor coordination, events and communication and volunteer coordination.

**Reports to:** Executive Director

**Key Areas of Responsibility**

* Directs and manages all development activities, including annual fund and special appeals, capital and/or special gift campaigns, donor recognition, planned giving, constituency building and cultivation as well as all fund development aspects of special events in order to strengthen the base of support to sustain the agency’s operations and long-term stability.
* Oversees grant writing and grant management activities. Plans and coordinates all grant seeking and sponsorship activities. Oversees the ongoing maintenance of these relationships with the help of appropriate staff, board and volunteers.
* Develops annual operating plan for fund development for approval by Executive Director and Board, including a budget of revenues and expenses.
* Creates long-range and short-term goals and plans for the development office with measurable outcomes and objectives.
* Works as staff liaison to the Board’s Fund Development Committee and leads major fundraising events and the implementation of ACP’s Philanthropy Plan.
* Knows and understands the Board of Directors and volunteers and develops and nurtures their fund development and public relations capabilities. Enlists and motivates board members and other volunteers to participate in fundraising activities and advocate for the organization and its programs.
* Manages fund development staff and volunteers as well as others who are involved in fund development and public relations projects
* Responsible for managing fundraising database and for setting policy and procedures for Talisma (fundraising database), including accurate recording of all monetary donations and the appropriate and timely expressions of appreciation.
* Oversees and assists in the development of marketing materials, publications, programs and activities that will increase the visibility of the organization and the issues our client children face.
* Ensures the consistency of agency image and communications efforts by planning and implementing an annual agency communication plan.
* Maintains and increases the Major Donor base by creating and managing an ongoing Donor Identification and Cultivation Program for Major Gifts and Multi-Year gift individuals.
* Maintains and increases individual, corporate, foundation, civic and faith-based support (both cash and in-kind) by identifying and cultivating relationships with current and prospective donors.
* Plans and coordinates all grant seeking and sponsorship activities. Oversees the ongoing maintenance of these relationships with the help of appropriate staff, board and volunteers.
* Participates in the Annual United Way Application process.
* Develops and tracks proposals and reports for all fundraising efforts
* Develops, manages and tracks marketing and press relations efforts to enhance agency’s profile and fundraising opportunities
* Supervises volunteer recruitment, training, placement and management
* Directs solicitation, collection and distribution of donated goods and services
* Offers creative and active leadership for the organization at large.
* Contributes to agency effectiveness by performing other duties and responsibilities as needed.

**Qualifications**

* Bachelor’s degree in Marketing, Communications or relevant field required.
* At least five years of experience in fund development, plus an understanding of marketing/communications principles and grant management as applied to a not-for-profit organization.
* A demonstrated track record of fund-raising accomplishments and understanding of communication/marketing principles is required, including experience in building a major gifts program, capital campaigns and corporate giving.
* Experience with donor identification, cultivation, recognition programs, annual fund coordination, direct mail, grant research/writing, planned giving, event planning, strategic planning and budget development.
* Excellent written and oral communication skills. The ability to write and/or edit appeals, newsletter copy, newspaper articles, press releases, etc. is desirable.
* Demonstrated supervisory experience.
* Strong analytical as well as sound time management and planning skills.
* Proven organizational skills and the ability to coordinate and handle multiple tasks.
* Understanding of and experience with managing a fund-raising database.
* Comfortable speaking publicly.
* Motivate individuals and groups by demonstrating strong interpersonal skills. The selected candidate will be a team player who will be able to work all levels with multiple constituencies, both internal and external.
* Ability to take a lead and/or be assertive in meetings with staff, board, public and colleagues.
* Ability to work independently and monitor own performance objectives.
* Ability to enlist assistance when needed and to work as part of a team
* Excellent computer skills necessary including all MS Office Suite applications or equivalent programs and fundraising software.

**Preferred Qualifications**

* Master’s Degree in related fields
* Familiarity with Charlotte philanthropic markets.
* Association of Fund Raising Professionals (AFP) membership.
* Experience planning/executing large fundraising events.

**Requirements**

* While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel; and talk or hear.
* Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception, and ability to adjust focus.
* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
* Evening and weekend work will be a required part of the position.
* Travel may include trips to local meetings and occasional overnight travel to meetings or conferences.
* Typing, Data entry, 10 key
* Proficiency with word processing, spreadsheets, email or presentation software
* Ability to exercise independent judgment and reason objectively.
* Ability to communicate effectively in written and oral expression.
* Ability to document accurately, concisely and in a timely manner.
* Ability to handle a variety of duties.
* Valid NC driver’s license and insurance.



About Charlotte, North Carolina

Charlotte, North Carolina, also known as, “Queen City”, is home to over 850,000 people making it the 17th most populous city in the United States. While the city proper is robust in population, the large urban area has 1.25 million people along with the Charlotte metropolitan area reaching 2.4 million, making it the 3rd fastest growing major U.S. city. You may recognize some major attractions such as, NASCAR, NBA (Charlotte Hornets), NFL (Carolina Panthers), and U.S. National Whitewater Center, but this city is saturated with economic development from most every industry.

Education is paramount in the area, marked by recognition in achievement and distinction, Charlotte-Meclenburg Schools has consistently been a top performer. With a clear mission to maximize academic achievement for every student in every school, the Charlotte, North Carolina region provides rigor and support each day to more than 146,000 students making it the 18th largest school district in the country. CMS has a diverse mix of students who represent 160 countries and various cultural and ethnic backgrounds. With their high standards for all students, they create greater opportunity for future success. In addition, the higher education options are quite impressive: Charlotte School of Law, Gardner-Web University, UNC Charlotte, Winthrop University, and Wake Forest University, MBA program are just to name a few.

In addition, Charlotte embodies a very strong business culture. It is the corporate headquarters of Bank of America and east coast operations of Wells Fargo, which along with other financial institutions made it the 2nd largest banking center in the United States. With a local government approach, Charlotte is able to support development of an educated and trained workforce and promote partnerships that aid in local economic growth. More than 100 people move to Charlotte every day because of the jobs available in a healthy, growing economy with thriving health care, finance and professional service sectors, and ranked the No.1 “tech momentum market” in the country.

Because of Charlotte’s subtropical climate, activities are abounding year-round. The city is located only miles from the Catawba River and Lake Norman which allow many options for fishing, boating and hiking. If the outdoors is not on your list of favorite things to do, your options are unlimited for shopping, state of the art performance venues, renowned museums, award winning restaurants, and a magnetic nightlife where you can easily find speakeasies, local breweries, live music and energetic dance floors. There’s something for every personality in every pocket of the city.

Visit [Charlotte's Got Alot](https://www.charlottesgotalot.com/) or [City of Charlotte](http://charlottenc.gov/Pages/Home.aspx) for more information about Charlotte, North Carolina.